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Automotive News

December 9, 1985

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GM and Ford join Chrysler on incentives

By Edward Lapham
Marketing Editor

General Motors and Ford Motor Co. last week backslid into a new round of financing incentives, following Chrysler Corp. which announced its program the day before Thanksgiving.

All of the incentives are in answer to sagging sales, which have

Domestic sales slide again. Page 2.

trailed year-ago figures in every 10-day period of the 1986 model year.

Right after the last round of annual percentage rate incentives ended Nov. 20, American Motors shifted into a straight cash rebate incentive of up to $700 on Alliance and Encore models. Chrysler countered with another APR or cash program.

Called "Two Ways to Save," the program offers a Chrysler Credit 8.6 APR for up to 48 months or 9.4 APR for up to 60 months on Omni, Horizon, Charger, Turismo, Aries, Reliant, Daytona, Laser, Lancer and LeBaron GTS plus LeBaron and Dodge 600 convertibles.

Cash alternatives range from $500 to $1,000. The program began Nov. 27. No termination date was announced.

Next, GM launched a J-car incentive with a General Motors Acceptance Corp. 8.5 APR for up to 48 months and a 9.3 APR for up to 60 months. Included are Cavalier, Sunbird, Firenza, Skyhawk and Cimarron.

The program runs Dec. 4-31. There is no order protection, and dealer participation is the now-standard finance reserve reduction.

Ford said that because of its lean stocks it did not want to participate but did so to "keep our dealers competitive."

The Ford program, which runs from Dec. 6 to Jan. 2, features a Ford Credit 7.9 APR for up to 42 months and a 9.9 APR for up to 60 months. Included are 1985 and 1986 Escort and Lynx models plus 1985 EXPs.

Like the GM program, Ford required dealer participation and excluded leased-car and fleet sales.

Just hours before GM announced its program, Edsel B. Ford, Lincoln-Mercury general marketing manager, told reporters

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Auto chiefs view 1986 in Talk from the Top

In today's issue, automotive leaders view 1986 in the annual Automotive News feature, Talk from the Top.

The special section follows Page

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Peeking at Sundance

Plymouth's next new car Jim Dunne/Popular Mechanics

The Plymouth Sundance, slated for introduction next year along with the Dodge Shadow, will fit between Omni/Horizon and Aries/Reliant in Chrysler's small-car lineup. Spy photo shows a two-door notchback; a four-door sedan also is scheduled. Sundance and Shadow will have a 97-inch wheelbase and will offer 1.8 and 2.2-liter engines.

Jaguar draws 1st fine for missing CAFE goal

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Jaguar Cars, Inc., has the dubious honor of being the first auto company to be fined for not meeting CAFE standards for the 1983 and 1984 model years

The tab to Jaguar is $6,015,990. A check payable to the U.S. Treasurer is due by mid-December.

The 1975 fuel-economy law subjects auto makers to civil penalties of $5 for every tenth of an MPG below the standard multiplied by the number of vehicles sold.

In the 1983 model year, Jaguar's CAFE was 19.2 MPG, well below the standard of 26.0 MPG. In the 1984 model year, Jaguar reached 19.4 MPG, well below the standard of 27.0 MPG.

Jaguar's U.S. sales in the 1983 model year were 12,639, making it liable for $4,297,260. But Jaguar had earned $4,239,290 in credits from 1980 models on, and those credits reduced its liability to $57,970.

Jaguar's sales were 15,679 in the 1984 model year, making it liable for $5,958,020, all of which it must pay since it now has no offsetting carryforward credits.

Last August, Jaguar Cars President Graham Whitehead was given the opportunity to submit a plan to NHTSA for future action to earn carryback credits, but Jaguar has no smaller cars to offset its bigger ones. Jaguar decided not to request a hearing.

Although $6 million is not peanuts for Jaguar, it is nothing compared with the potential liability faced by General Motors and Ford Motor Co.—about $600 million, with GM owing more than $500 million. But since the law tilts to-

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Toyota to Kentucky; new subsidiary likely

Toyota has selected a site near Georgetown, Ky., about 20 miles from Lexington, for its U.S. auto assembly plant, company officials will announce during a press conference Wednesday.

The plant will be able to build approximately 200,000 Camry models per year and will employ about 2,500 workers.

Toyota is expected to set up a manufacturing subsidiary in the U.S. to control the plant and handle the operations separately from its car sales unit, Toyota Motor Sales, U.S.A.

The Kentucky plant will be slated for completion sometime in 1988 and will produce cars for the 1989 model year. Camry, the car chosen for the plant, will be redesigned in the 1987 model year.

Toyota lags behind four other major Japanese auto makers in announcing a U.S. assembly plant, although it is a partner with General Motors at New United Motor Mfg., Inc. (NUMMI), in Fremont, Calif. That plant began production at the end of 1984.

The plant announcement ends months of speculation on where Toyota's U.S. plant would be located, yet it opens the question of union representation. Although the UAW represents workers at NUMMI, both GM and Toyota treat their California joint venture as a separate company.

Toyota has maintained that it will be up to the workers at its plant to determine what union, if any, will represent them. It was officials of NUMMI—not Toyota or GM—that struck the deal with

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AMC nears deal for low-priced Asian model

By Richard Johnson
Detroit Reporter

American Motors may be close to a joint-venture agreement with an Asian auto maker—a deal that would probably bring a low-priced model to compete with a spate of minicars headed to the U.S. from low-cost sources around the globe.

In particular, signs point to a partnership with Fuji Heavy Industries, parent company of Subaru of America, as first reported in Automotive News last summer (July 29).

AMC is keeping a tight lid on discussions. But in an interview with Automotive News, AMC President Jose Dedeurwaerder said he has conducted talks "with people about different things, but basically about components."

Meanwhile, the rumor mill surrounding AMC has been working overtime in recent weeks. Indications are that the company is finalizing arrangements with a Japanese, South Korean or, possibly, Taiwanese company.

An agreement could specify construction of a joint-venture plant in the U.S. or importing a small, price-leader car.

Renault, which owns 46 percent of AMC, is said to be vitally interested in a Far Eastern alignment as part of a strategy to broaden its sphere to three continents. Asked whether the French company shares AMC's apparent enthusiasm for a joint venture, a Renault source last week said, "Dedeurwaerder is Renault."

Sources in Europe say Renault Chairman Georges Besse, unlike most European auto chieftains, looks favorably on the prospect of a linkup in the Orient. Dedeurwaerder has made no secret of his interest in an affiliation of some sort. He has said AMC would make an attractive partner for a similar-sized company in Japan.

"Why not?" asked the AMC chief executive officer during a recent interview with Automotive News.

Dedeurwaerder recently visited Japan on what he acknowledged was a shopping trip.

"We are talking with some people about componentry, and that is very important to us," he said. "We are very close with some

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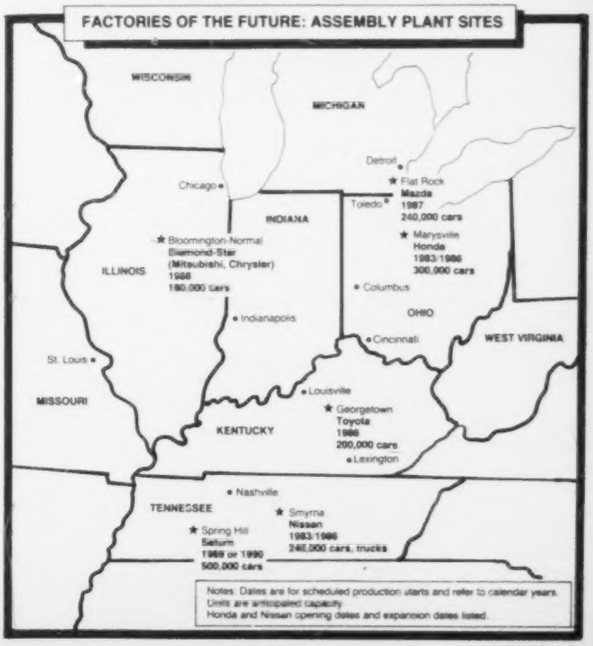
breaking news

More VW stock

WOLFSBURG, West Germany.—The Volkswagen Group's capital stock is to be increased. The present amount of DM 1.2 billion (just over $470 million) could rise by as much as DM 37.5 million ($15 million).

Jaguar to build

COVENTRY, England.—Jaguar will start work on a new $52-million engineering center next month. The center will be completed by the end of 1987.



Sandy Schultz

To launch in February with novel warranties

Hyundai ready to roll in U.S.

By Matt DeLorenzo
Los Angeles Reporter

GARDEN GROVE, Calif.—Hyundai Motor America will begin sales of the Excel subcompact Feb. 15 and expects to have about 10,000 cars at 100 dealers in 31 states, said Max Jamiesson, HMA executive vice president and chief operating officer.

Laying to rest the various pronunciations of the word Hyundai, Jamiesson said the U.S. unit will call itself "Hunday, as in Sunday, Monday, Hyundai."

Jamiesson said the company, in addition to supplying each dealer with 100 vehicles by announcement day, will have $15 million in parts at the company's 100,000-square-foot master depot here and at two 80,000-square-foot warehouses at the company's regional headquarters in Atlanta and New Jersey.

The company will bring vehicles in through four ports, Portland, Los Angeles, New Jersey and Jacksonville, Fla.

Hyundai initially will offer five-door hatchbacks and four-door sedans and will add a three-door hatchback sometime during mid-1986. Cars will be available in states on both coasts and through the Sunbelt.

Jamiesson said the Midwest and Plains states will be added throughout 1986 and 1987. "We will cover 48 states by 1988," he said.

Jamiesson said the dealer body will be doubled by the end of the first year of operation; however, he stressed growth will be limited because the sales strategy of each individual point "is predicated on volume. We want to guarantee the dealer that he will get cars, and make him comfortable with the fact that he will have volume."

Hyundai has been able to sign strong dealers who have committed to housing the franchise in stand-alone facilities on a minimum of two acres.

"Our initial dealers were chosen from more than 4,000 applicants, and that has made it possible to select the best dealers," Jamiesson said. "Our average dealer has four stores, retails more than 1,200 cars a year, has a net worth of $10 million and has been in business for 17 years.

"Seventy percent of our dealers are building new facilities at an average cost of $2.3 million per facility. We see over $300 million in labor costs and construction committed to building these facilities."

Greg Warner, Hyundai's vice president of operations, said the marketing strategy will operate on two levels, the first introducing the company and the second stressing the value of the low price coupled with the high content of the vehicle in a reliable, durable package.

Warner said target buyers are between 25 and 35 years old, college educated and split evenly between men and women. However, he added that the strong price/value relationship will add buyers from all segments, and the Excel will appeal to used-car and mini-pickup buyers. "A lot of pickup truck buyers will evaluate our product," Warner predicted.

Part of Hyundai's strategy in courting new buyers will be "offering a little more," according to Bruce Campbell, group vice president of parts and service. That includes a warranty of 12 months/12,500 miles, a 24-month/24,000-mile powertrain warranty and a 5-year/50,000-mile warranty against rust-through.

"Other cars are coming from countries as well known as Japan. Korea is unknown as an automaker," Campbell said. "We have the added challenge of instilling customer confidence. Our philosophy is that the customer is first."

He added that press interest in Hyundai has been high and therefore the Excel "will be a highly visible product. Interest is going to peak. Our first customers are going to be the spokespersons for the vehicle. We want them to say it is a great car, so we will have a maximum effort to have good starting reputation."

Campbell said that in the first year buyers will be given a one-year membership in the Cross Country Auto Club which will provide them with road service and emergency assistance anywhere in the U.S. through a toll-free number.

Campbell said all dealers will be hooked through computer terminals with Hyundai and will be able to get same-day shipment of vital parts in emergencies.

All dealers are being equipped with computers and ADP software. It will provide paperless car and parts ordering as well as reports of sales. The system also will provide a computerized dealer

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Chrysler plant builds four million cars in 26 years

George McKay, right, final asembly inspector at Chrysler s St. Louis assembly plant, joins Plant Manager W. Howard Lewis, wearing suit coat, and other employes around the four-millionth passenger car the plant has built since it opened in 1959. The milestone model, a silver Dodge Daytona Turbo Z, is scheduled to be delivered to Trader Bud's Westside Dodge, Columbus, O.

To keep quality high, Karnsund says

Saab seeks slow, steady growth

By Kathleen Hamilton
Managing Editor

LINDKOPING, Sweden.—Fresh on the heels of introducing a brand-new luxury model—its first mainstream automobile—Saab-Scania is confident the U.S. market for luxury cars will grow to the significantly higher level found in Europe.

Related photos on Page 12

Unfortunately for the small-volume car maker, its near-term growth in capacity won't even keep pace with current worldwide demand for its cars, much less an increasing demand. But slow growth is precisely what Saab wants.

Georg Karnsund

"We don't want to expand faster than 10 percent a year, because if we do, our experience is that we can't keep the quality up, and that is a must," Georg Karnsund, Saab-Scania president, said in an interview at corporate headquarters here. "It is a must for anybody. It certainly is a must for us. But we are looking forward to a gradual increase of 10 percent a year.

"Today, we cannot deliver what we could sell. People are . . . well, they don't like us too much today because we can't deliver. That is a nice problem to have," he said, laughing softly. "But we are looking forward in the long run to increasing capacity in our car division to meet demand."

Saab is considering adding an auto assembly plant, either in Sweden or Norway, to take its capacity beyond the 150,000 units planned for 1988 (Automotive News, Nov. 18).

The company anticipates the European auto market will improve in 1986 with an improved economy.

"I think we will see an increase, especially in Germany because the German market has been very much depressed because of emissions (regulations) problems," Karnsund said. "I believe the market will improve—very slowly, but steadily . . . The segment we compete in is about 14 percent of the European market, but it is only 4 percent of the U.S. market. You people are going to buy more and more luxury cars, we believe."

Saab will continue to compete in its present segment—performance luxury cars—"and climb a little bit higher up, too," he said.

Of the 125,000 automobiles Saab expects to build next year, 30,000 to 35,000 will be the new 9000 model, the luxury car designed in conjunction with Lancia.

The 900 will remain in production for a long while, continuing to be the company's bread-and-butter car, Saab executives emphasized.

"This is the 42nd month in a row in which we have increased our sales in the U.S., and this was based only on sales of the Saab 900," Karnsund said. "So it is continuing to go up."

In 1987, Saab plans to introduce a 900-based convertible that will be built at its Finnish plant. It was designed by American Sunroof Corp., the conversion firm based in Southfield, Mich.

The 9000 has just been introduced in the U.S. and is expected to account for only 20 percent of estimated U.S. sales of 46,000 in 1986, a company spokesman said.

To build the new 9000, the company invested $250 million in machinery at its main assembly facil-

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Import-car sales peak as domestics slump

By Jenny L. King
Detroit Reporter

November was another one for the sales record books—for the import record books, that is.

And it was at the expense of the U.S. car makers. Domestics capped the second month of the 1986 model year with their sixth straight 10-day loss with no real end in sight to the slump.

Domestic-car sales have trailed the year-ago figure in every 10-day period since the 1986 model year began.

Sales of imported passenger cars reached a November peak while notching record market penetration for the month and the second-highest penetration for any month. Import year-to-date sales of 2,582,109 were well past the 1984 calendar year total of 2,441,713.

The November domestic tally of 515,802 was down 14.13 percent from 600,692 a year earlier. The three November periods were down 22.15 percent, 18.15 percent and 1.19 percent, following three down periods in October.

Import sales in November were up 22.76 percent, to 247,580 from the year-ago record of 201,674. Import market share climbed to 32.43 percent from 25.17 percent the preceding year.

Total new-car sales in November were off 4.86 percent, to 763,382 from 802,366. The year-to-date grand total of 10,228,351 was up 6.19 percent from 9,632,126 through November of 1984.

Domestic sales of 515,802 were lowest for the month since 1981 when 431,726 retail deliveries were reported. This year's figures included declines for all the major makers with except Volkswagen which enjoyed a 47.43-percent increase.

General Motors was off 10.50 percent, to 293,884 from 328,378 last year. Ford Motor Co. said its dealers delivered 122,341 units in the month, down 23.29 percent from 159,485.

Chrysler Corp. sales dropped 16.25 percent, to 68,459 from 81,743. American Motors tumbled 48.02 percent, to 7,747 from 14,905. Volkswagen was up 47.43 percent, to 6,120 from 4,151, while Honda slipped 6.57 percent, to 11,240 from 12,030, and Nissan reported first-year sales of 6,011 Sentras from Tennessee.

GM's share of the November market increased to 56.98 percent from 54.67 percent last year. Ford dropped to 23.72 percent from 26.55 percent. Chrysler had 13.27

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AMC hikes price of lame-duck CJ-7

SOUTHFIELD, Mich.—Although production will end in January, American Motors has increased the price of the Jeep CJ-7 sport utility vehicle by $225.

The new price is $7,725, up 3 percent from the former tag of $7,500. AMC said an average-equipped CJ-7 is up 2.1 percent. Option prices and destination charges are unchanged.

The CJ-7 is built at Toledo. The end of production will give AMC greater capacity for assembly of the new Jeep Comanche pickup at that plant.

To protect dealers against distribution changes

New Jersey enacts 'Saturn' law

By Mary Connelly
Detroit Reporter

Spurred by worries over the marketing of Saturn, the New Jersey Automobile Dealers Assn. has won a state law which prohibits manufacturers from selling vehicles directly to consumers.

The law could affect the sale of gray-market vehicles, although it was not intended to do so.

New Jersey's 720-member dealer association initiated the legislation which requires the use of a dealer to sell new cars and trucks. Dealers say the new law protects their business investment and benefits consumers.

However, manufacturers including General Motors, Ford Motor Co., Chrysler Corp. and those represented by the MVMA opposed the measure in testimony in the New Jersey legislature. Critics called the law unnecessary, claiming dealers were adequately protected by safeguards already on the books.

"It really gained momentum on the part of dealers, and they started to feel concerned and anxious when General Motors started to talk about new, innovative ways they might want to market the Saturn product," said Charles E. Walton, president of the New Jersey Automobile Dealers Assn.

"That gave it the momentum that got the dealers to push hard for legislative passage."

Saturn Corp., a subsidiary of GM, has not announced distribution plans for its new small car, which is expected to go on sale in 1989 or 1990. However, the auto maker in announcing establishment of Saturn Corp. said dealers would have to apply for a Saturn franchise and a separate facility would be required.

C. Reid Rundell, executive vice president of Saturn Corp., has also stated the company may "depart from the traditional" methods of distribution and is studying other franchise operations, including those in the fast-food industry, for concepts. He drew particular attention to the McDonald's operation in which the company owns the land (Automotive News, Sept. 23).

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Stronger yen has Japanese in price bind

By John K. Teahen Jr.
Senior Editor

Japanese auto importers are watching something even more important than sales figures these days. They have both eyes on the currency exchange rate, which has a lot to do with how much they will charge for their cars in this country.

Not too long ago, the rate was about 235-240 yen to the dollar, and the importers were in clover. Last Thursday, the rate was 202.70, and the clover was not so sweet. The dollar is buying fewer yen, and that's not good for profits.

The U.S. auto makers are undoubtedly watching the Japanese dilemma with glee. Higher prices for Japanese cars make the domestic products look better.

But there's another reason: Jan. 1 is approaching, and what does Jan. 1 mean? It generally means a price increase by the domestic makers. Higher stickers on Japanese cars will will cut the competitive disadvantage of any Happy New Year price hike.

Three of the Japanese importers have bowed to the inevitable and have raised their U.S. car prices. The others were still holding out late last week, but it appeared to only a matter of time until they climb aboard the bandwagon.

Mitsubishi was the first to boost prices and Nissan was close behind (Automotive News, Dec. 2). Honda soon followed suit.

Toyota, Mazda and Subaru were still on the fence at presstime. Isuzu hiked the price of its Trooper sport/utility vehicle but hadn't touched its cars.

Honda's increase matched Nissan's at $400, or 4 percent. At the beginning of the 1986 model year, Honda bumped its stickers an average of $387, so the total is $790 since last summer. The figures apply to both imported and U.S.-built Hondas.

The Civic three-door hatchback with 1.3-liter engine, Honda's price leader, rose only $170 (now $5,649), but the hikes on the fancier models were steeper. The Accord DX hatchback climbed $370 to $8,799 and the LXi hatchback went up $500 to $11,649.

The Accord DX four-door sedan jumped to $9,679, up $380, and the Accord LXi four-door rose to $13,199, up $524. The Prelude Si coupe now wears a $13,538 sticker, an increase of $543.

Isuzu's Trooper shows increases of $190 for the Deluxe model and $540 for the LS. As noted, Isuzu hasn't yet revised car prices.

Toyota, Mazda and Subaru were

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Joe Wilssens photos

Cadillac Allante body as it will arrive in Detroit.

Super-plush Cadillac Allante may be sold in Europe, too

By Michelle Krebs
Financial Editor

Cadillac may sell its two-seat, ultra-luxury Allante in Europe as well as in the U.S., according to John O. Grettenberger, the division's general manager.

Cadillac offered the first glimpse of the 1987 model last week at a media extravaganza at which contracts for air-shipping the bodies from Europe to Detroit were signed.

Grettenberger said the No. 1 competitor for the convertible coupe, which is expected to sell in the $40,000 to $50,000 range, will be the Mercedes-Benz 560-SL, the upgraded version of the 450-SL two-seater. The 560-SL is priced at $48,200 plus a $1,300 gas-guzzler tax.

Volume for Cadillac's Allante will be about 7,000 *units in the first year and 8,000 in each of the* following two years, Grettenberger said.

"We think the volume is low enough to easily be accommodated in the North American market," he said. "But we also see some benefit to looking at an export program. No decision has been made on whether we will see it in Europe or how many we will sell."

The benefit would be a boost in Cadillac's international image, he said.

Grettenberger, along with Umberto Nordio, Alitalia chairman, and Franz Schoiber, Lufthansa executive president, signed a contract to air freight the Allante bodies from Europe to Detroit.

Pininfarina, the Italian design house, has designed and will manufacture the bodies. They will be flown to Detroit where they will be married to the powertrain and chassis at GM's newest plant, the Detroit-Hamtramck Assembly Center.

Officials of Cadillac and the airlines said the contract is believed to be the largest air cargo contract ever written, though they would not say if they were referring to dollars, length of the contract or the number of flights.

Grettenberger said the five-year contract, which has options for renewal, approaches $100 million.

The airline officials said the contract was significant for more than the dollar amount. They said it means the airlines will be part of the production process rather than only part of the distribution network.

Sergio Pininfarina—Designer

Grettenberger called it the world's longest assembly line.

He said Cadillac chose to air freight the bodies to eliminate the possibility of damage.

In addition, he said, flying the bodies from Europe and flying the parts from the U.S. will keep the delivery time as short as possible. The delivery time is cut to 12 hours from 24 days by ship.

Three times a week, beginning next October, the Boeing 747s will make the loop from Turin to Detroit to Frankfurt and back to Turin.

Each plane holds 56 bodies, which will be encased in specially designed cradles.

After the planes are unloaded in Detroit, they will return to Turin or Frankfurt with U.S.-made parts for the Allante and other GM operations in Europe and the Mideast. More than 80 components for the Pininfarina Allante body will be made in the U.S.

The planes that stop in Frankfurt will pick up German parts for the Allante before going on to Turin.

No 4-door for Ferrari —too popular

By Richard Feast
European Editor

The Ferrari factory has killed its plan to manufacture a four-door sedan.

The irony is that the decision was made because extensive market research revealed sales potential for the model went far beyond the company's limited production facilities.

It is a level at which Ferrari is enormously successful and handsomely profitable. This year, it will squeeze about 3,200 cars out of the factory, a record. The waiting time for the megadollar Testarossa is already two years, and there are reports of eager customers prepared to double the list price for instant delivery.

Fitting a four-door into factory schedules would have been at the expense of the coupes and convertibles which Ferrari has made since it was created in the late 1940s. It would also have meant a significant change of emphasis, a move away from its traditional customers and into the Rolls-Royce category.

Italian sources suggest that the potential was for "several thousand" sedans each year, most notably for the U.S. It was against that background that the decision was made to cancel the four-door project.

The model was exhibited for the first time as the Ferrari Pinin at the 1980 Turin Auto Show. The work of Pininfarina, it was no secret that the car was the forerunner of what was expected to be Ferrari's first four-door.

Sergio Pininfarina, president of the Italian design house, said he was sorry the project would not see production and he has no alternate plan for the car body.

Pininfarina said Ferrari executives told him that the four-door indeed would be a move away from its emphasis. They decided to

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Honda testing air-bagged cars on U.S. roads

GARDENA, Calif.—American Honda is running a small test fleet of cars with driver-only air bags on U.S. roads, with the idea that by 1987—or possibly mid-1987—models it will be able to garner extra credits that count toward meeting the 10 percent phase-in requirement of passive restraints under Standard 208.

The air-bagged test cars have electronic sensors, and the system is designed as original equipment only. It is being tested on the Accord four-door sedan, but it could also be used on luxury models like the Legend four-door.

Its price tag would be about $800 and it would be considered supplemental to belt systems. Conceivably, it could become a full-front passive system.

Much depends on the level of confidence American Honda gets from the U.S. road testing which is being done at various temperature, altitude and road conditions.

Standard 208 is now being challenged in court by State Farm and others on grounds that it is illegal to link rescission of the passive-restraint mandate to passage by states of mandatory belt-use laws covering two-thirds of the nation's population.

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That's the day Taurus and Sable debut

Christmas is Dec. 26 for Ford

By Jake Kelderman
Washington Reporter

WASHINGTON.—The Christmas season is upon us, but Ford Motor Co. officials aren't thinking of yule logs and mistletoe.

They're looking at Ford Taurus and Mercury Sable, the company's radically new intermediate lines that are expected to "carry Ford into the next century."

Scheduled for introduction Dec. 26, the cars represent a $3 billion gamble for the company and a chance to recapture buyers increasingly enamored of import models. Last week, Ford began its final press blitz for the cars with regional briefings throughout the country.

In Washington, Ross Roberts, Ford Division general marketing manager, extolled the virtues of Taurus and Sable as he has done any number of times before.

"This is the most expensive and best-built product we've ever brought to market," he said. "A car conceived and produced radically different from any before. This time, we asked the market—car buyers—what they wanted; we asked dealers what they wanted; we asked engineers what they wanted, and we asked marketing people what they wanted, rather than the other way around.

"This car will be built differently (modular) and sold differently, and we're going to move half a million a year," he said.

Ford has some 100,000 orders in hand for Taurus/Sable, but 500,000 units per year may be asking

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used-car auction directory

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center—Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction. Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000

MINNESOTA

WEDNESDAY 12 NOON SALE DAY

Dec. 11—11 AM Chrysler & CA Sale
Dec. 18—DEALER RECOGNITION DAY Giant Truck & 4X4 Sale
Dec. 19—Thur., 5 PM. Semi-monthly Fleet & Lease Sale. Complimentary Buffet. 4:30
6 Lanes of Selling

Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!!

MISSOURI

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American Motors

Dec. 10—Arena Auto Auction, Chicago; D—A Auto Auction, New Stanton, Pa., and American Auto Auction, Walpole, Mass.

Dec. 11—Columbus Fair Auto Auction, Obetz, O., and Mid States Auto Auction, South Bend.

Dec. 12—Evansville Auto Auction, Evansville, Ind.

Dec. 17—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Dec. 18—Metro Milwaukee Auto Auction, Caledonia, Wis.; Mid States Auto Auction, South Bend; Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, O.

Dec. 19—Bel Air Auto Auction, Bel Air, Md.; Fredricksburg Auto Auction, Fredricksburg, Va.; Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Shakopee, Minn.; Northway Exchange, Clifton, N.Y.; Corry Auto Auction, Corry, Pa., and Evansville Auto Auction, Evansville, Ind.

Dec. 20—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Dec. 24—Arena Auto Auction, Chicago.

Dec. 30—D—A Auto Auction, New Stanton, Pa.

Model Breakdown
Auction Averages

	DEC. 1985	NOV. 1985	OCT. 1985
1985	$9,974	$9,989	$9,706
1984	$6,615	$6,690	$6,891
1983	$5,710	$5,820	$6,047
1982	$4,650	$4,752	$4,870
1981	$3,434	$3,543	$3,591
1980	$2,695	$2,738	$2,896
1979	$2,198	$2,254	$2,404
1978	$1,662	$1,696	$1,765
Overall Average	$4,568	$4,714	$4,759

Chrysler Corp.

Dec. 10—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Golden Gate Auto Auction, Fremont, Calif.

Dec. 11—Concord Auto Auction, Acton, Mass.; Butler Auto Auction, Gibsonia, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Sand Mountain Auto Auction, Boaz, Ala.

Dec. 12—Northway Exchange, Clifton Park, N.Y., and Indianapolis Auto Auction, Indianapolis.

Dec. 17—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Dec. 18—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Dec. 19—Fredricksburg Auto Auction, Fredricksburg, Va., and Clanton's Auto Auction, Darlington, S.C.

Dec. 20—St. Louis Auto Auction, Bridgeton, Mo.

Used Car Sales
Auction Averages

Dec. to date	$4,568
Month ago	$4,776
Year ago	$5,193

Ford Motor Co.

Dec. 11—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass.; Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Dec. 12—Southwest Auto Auction, Phoenix, and Dallas Auto Auction, Grand Prairie, Tex.

Dec. 17—South Seattle Auto Auction, Kent, Wash.

Dec. 18—Golden Gate Auto Auction, Fremont, Calif.

Dec. 19—Arena Auto Auction, Chicago; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

Dec. 10—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Dec. 11—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Dec. 12—Nashville Auto Auction, Nashville, and Aptco Auto Auction, Taylor, Mich.

Dec. 17—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Dec. 18—Northstar Auto Auction, Shakopee, Minn.; Brasher's Southern California Auto Auction, Fontana, Calif.; Clanton's Auto Auction, Darlington, S.C.; Metro Auto Auction of Kansas City, Kansas City, and Indianapolis Auto Auction, Indianapolis.

Import deliveries set a record

Domestic sales dip in November

Continued from Page 2

percent, down slightly from 13.61 percent.

AMC's share dwindled to 1.50 percent from 2.48 percent. VW improved its position to 1.19 percent from 0.69 percent. Honda had 2.18 percent, up from 2.00 percent, and Nissan earned 1.16 percent of this year's November market.

VW, Pontiac, Chevrolet and Lincoln all increased year-to-year sales in November, with their competitors lagging behind 1984 as much as 56.70 percent. VW was up 47.43 percent, Pontiac was up 3.87 percent, Chevrolet managed a 0.71-percent gain and Lincoln was up 0.51 percent.

Plymouth was off 23.78 percent, Chrysler was down 9.43 percent and Dodge was down 16.12 percent. Ford dropped 20.72 percent, Mercury plunged 36.71 percent, Buick was off 35.40 percent, Cadillac was down 20.49 percent and Oldsmobile dropped 9.11 percent. AMC was off 56.70 percent and Renault was down 46.50 percent November to November.

With 25 selling days in the month each year, the domestic daily rate dropped 14.13 percent, to 20,632 from 24,028.

Domestic sales January through November were up 3.46 percent from the comparable year-ago period: 7,646,242 vs. 7,390,695.

The imports' sales romp included several notable increases and the usual smattering of monthly records. Audi, BMW, Mazda, Saab, Subaru and Volvo reached November sales highs.

Makes with sizeable gains were BMW, up 26.76 percent; Dodge Colt, up 32.65 percent; Honda, up 17.45 percent; Isuzu, up 36.25 percent; Mazda, up 76.19 percent; Mitsubishi, up 22.39 percent; Plymouth Colt, up 20.67 percent; Porsche, up 63.16 percent; Saab, up 24.49 percent; Subaru, up 32.25 percent, and VW, up 34.93 percent.

Import sales January through November were up 15.20 percent, to 2,582,109 from 2,241,431. With one month to go, they already have surpassed their former full-year record of 2,441,713 set in 1984.

Imports were the show-stoppers in the November market-class breakdown with their 32.43-percent share of the total. Domestic intermediates were a distant second at 23.93 percent, followed by compacts at 14.97 percent, Subcompacts at 13.78 percent, luxury models at 7.92 percent and standards at 6.97 percent.

A year earlier, the market-class spectrum read as follows: Imports at 25.17 percent, intermediates at 24.54 percent, compacts at 17.79 percent, subcompacts at 14.08 percent, standards at 9.72 percent and luxuries at 8.70 percent.

Third-period domestic sales narrowly missed the year-ago mark, dipping 1.19 percent to 184,506 from 186,721. The daily rate averaged 23,063, down 1.19 percent from 23,340.

GM was up 4.25 percent for the period, Ford dropped 6.55 percent, Chrysler was down 10.56 percent, AMC plunged 47.59 percent, VW was up 22.39 percent and Honda was down 12.42 percent.

The market-shares breakout found GM at 56.39 percent, Ford at 23.77 percent, Chrysler at 13.16 percent, AMC at 1.71 percent, VW at 1.46 percent, Honda at 2.20 percent and Nissan at 1.31 percent.

Where auto market was, November, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	105,185	13.78%
COMPACT	114,290	14.97%
INTERMEDIATE	182,697	23.93%
STANDARD	53,221	6.97%
LUXURY	60,409	7.92%
IMPORT	247,580	32.43%
TOTAL	763,382	100.00%

IMPORTED CAR SALES

	November, 1985	November, 1984	11 Mos., 1985	11 Mos., 1984
Alfa Romeo	319	312	4,320	3,400
Audi	6,111	5,432	67,718	65,426
BMW	6,381	5,034	80,182	62,762
Chevrolet Spectrum	5,606	712	26,018	712
Chevrolet Sprint	5,981	1,135	49,419	9,657
Dodge Colt	4,835	3,645	34,543	33,259
Dodge Conquest	227	242	2,465	3,530
Dodge Vista	1,313	777	10,633	7,132
Honda	37,565	31,985	365,547	347,983
Isuzu	1,913	1,404	25,035	16,041
Jaguar	1,530	1,719	17,414	15,905
Maserati	80	100	1,290	1,933
Mazda	22,802	12,942	185,625	156,204
Mercedes-Benz	7,311	8,669	76,784	70,136
Merkur	815		8,086	
Mitsubishi	4,018	3,283	46,133	36,152
Nissan	43,690	38,390	496,102	447,478
Peugeot	827	1,795	14,666	18,067
Plymouth Colt	4,331	3,589	31,374	29,668
Plymouth Conquest	250	210	2,415	3,142
Plymouth Vista	1,252	716	10,277	6,775
Porsche	2,542	1,558	22,822	18,542
Renault	486	978	6,810	11,366
Saab	3,426	2,752	35,819	30,572
Subaru	15,526	11,740	161,929	144,623
Toyota	49,187	47,346	566,302	510,914
Volkswagen	10,530	7,804	130,230	94,705
Volvo	7,800	7,405	99,946	95,347
Yugo	926		2,197	
TOTAL	247,580	201,674	2,582,109	2,241,431

U.S. CAR SALES BY MARKETING UNITS

	November, 1985	November, 1984	11 Mos., 1985	11 Mos., 1984
Chevrolet	118,586	108,093	1,557,247	1,473,663
Ford	83,695	105,575	1,288,822	1,199,969
Oldsmobile	66,169	72,801	1,004,156	983,652
Pontiac	54,495	52,464	742,295	654,130
Buick	46,806	72,450	794,241	876,043
Toyota	49,187	47,346	566,302	510,914
Nissan	49,701	38,390	530,143	447,478
Mercury	27,233	41,744	493,195	491,096
Honda	48,805	44,015	502,727	472,472
Dodge	32,078	35,306	453,716	385,511
Chrysler	24,023	26,523	352,003	304,102
Plymouth	24,606	29,093	351,904	307,658
Cadillac	19,415	24,417	274,294	296,203
VWoA	22,761	17,387	269,649	244,706
Mazda	22,802	12,942	185,625	156,204
Subaru	15,526	11,740	161,929	144,623
Lincoln	12,228	12,166	151,112	138,142
AMC-Renault	8,233	15,883	122,672	191,352
Volvo	7,800	7,405	99,946	95,347
BMW	6,381	5,034	80,182	62,762
Mercedes	7,311	8,669	76,784	70,136
Mitsubishi	4,018	3,283	46,133	36,152
Saab	3,426	2,752	35,819	30,572
Isuzu	1,913	1,404	25,035	16,041
Porsche	2,542	1,558	22,822	4,043
Peugeot	827	1,795	14,666	18,067
Jaguar	1,530	1,719	17,414	15,905
Alfa Romeo	319	312	4,320	3,400
Maserati Biturbo	80	100	1,298	1,933
Yugo	926		2,197	
TOTAL	763,382	802,366	10,228,351	9,632,126

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

Toyota chooses Kentucky; new subsidiary likely

Continued from Page 1

the UAW at Fremont, so the Kentucky plant will be the first test for the management of Toyota Motor Corp. in American labor relations. And the UAW, coming off its successful strike against Chrysler, may take a harder line against the largest importer in the U.S.

Another related issue is how the new manufacturing venture will affect Toyota Motor Mfg. in Long Beach, a facility that produces pickup truck beds. While it seems logical that it may become part of the new manufacturing enterprise, there is some speculation that the operation is less critical to Toyota now that the Kentucky plant is there to blunt any trade criticism aimed at the Japanese company.

That facility was set up at a time when adding the beds to the pickups in the U.S. allowed Toyota to import its trucks as components, thereby qualifying them for a 4 percent duty. If they had been brought in fully assembled, they would have been classified as trucks and subjected to a 25-percent duty.

The law was subsequently reinterpreted, subjecting them to the higher duty rate. The U.S.-produced beds add cost to Toyota's pickups in a market that is increasingly cost competitive.

obituaries

Joseph A. Anderson

FLINT.—Joseph A. Anderson, 85, retired General Motors vice president and general manager of AC Spark Plug Division, died Nov. 25. He joined AC in 1924 as a foreman and became general manager in 1953. As a GM vice president, he was also an assistant group executive. He retired in 1964. He was a moving force in Flint community activities for 50 years and was a long-time trustee of the C.S. Mott Foundation.

Bard Young

DETROIT.—Bard Young, 69, retired UAW international representative and director of the union's Region 1E in Detroit, died Dec. 2. In addition to his work in the UAW which dated to the union's organizing in the 1930s, he was active in the civil rights movement and political campaigns.

Halsey Davidson

DETROIT.—Halsey Davidson, 83, former vice president of Campbell-Ewald Co., died Nov. 27. While vice president and creative coordinator on the Chevrolet business, he received numerous professional merit citations.

DOMESTIC CAR SALES

	Nov. 21 to Nov. 30, 1985	Same Period, 1984	November, 1985	Same Month, 1984	Jan. 1 to Nov. 30, 1985	Same Period, 1984
Alliance	0	0	5,379	7,478	66,931	95,446
Encore	0	0	1,402	5,196	37,230	65,546
Total Renault	0	0	6,781	12,674	104,161	160,992
Eagle	0	0	966	2,231	11,701	18,994
Total AMC	0	0	966	2,231	11,701	18,994
AMERICAN MOTORS	3,147	6,005	7,747	14,905	115,862	179,986
Horizon	1,622	2,469	4,606	7,020	79,609	72,543
Turismo	968	1,276	2,621	3,538	49,847	44,268
Reliant	3,022	3,084	8,047	9,721	127,879	129,282
Caravelle	1,037	836	2,808	3,116	33,516	6,377
Plymouth	216	501	651	1,183	16,987	15,603
Total Plymouth	6,865	8,166	18,733	24,578	307,838	268,073
Laser	747	1,057	2,041	3,826	48,121	49,864
LeBaron K	2,069	2,636	5,427	7,320	81,881	92,378
LeBaron GTS	2,576	309	6,708	651	65,645	706
Cordoba	0	0	0	0	0	136
Fifth Avenue	1,502	2,700	5,172	9,071	103,166	86,187
E-Class	0	0	0	0	0	35,528
New Yorker	1,658	1,792	4,675	5,655	52,893	39,303
Total Chrysler	8,552	8,494	24,023	26,523	351,706	304,102
Omni	1,356	1,965	3,864	5,698	66,787	63,138
Charger	1,067	1,329	2,808	3,749	53,907	48,868
Daytona	860	1,107	2,357	3,700	46,336	41,887
Aries	2,366	2,925	6,815	9,113	107,485	104,056
Lancer	1,606	241	4,194	520	46,398	557
Dodge 400-600	0	0	0	0	0	18,953
Diplomat	468	1,065	1,815	2,567	33,454	25,459
Mirada	0	0	0	0	0	282
Dodge 600	1,139	1,855	3,850	5,295	51,708	38,390
Total Dodge	8,862	10,487	25,703	30,642	406,075	341,590
CHRYSLER CORP.	24,279	27,147	68,459	81,743	1,065,619	913,765
EXP	32	956	76	3,061	17,531	28,495
Escort	10,882	9,637	31,688	31,304	383,038	326,654
Mustang	4,472	3,451	11,513	11,995	147,219	126,060
Tempo	6,425	6,149	16,809	20,415	263,334	235,172
Thunderbird	3,376	3,456	8,050	12,155	146,813	141,435
LTD	2,511	4,617	7,161	14,331	177,489	184,288
Crown Victoria	2,875	3,765	8,398	12,314	153,398	157,865
Total Ford Division	30,573	32,031	83,695	105,575	1,288,822	1,199,969
Lynx	2,111	1,597	5,575	6,275	78,803	62,886
Topaz	1,105	1,674	3,870	6,072	68,970	68,701
Cougar	2,118	2,914	5,940	9,959	105,249	112,125
Capri	249	362	827	1,346	14,493	16,331
Marquis	959	2,414	3,179	8,697	84,781	98,129
Grand Marquis	2,411	2,791	7,027	9,395	126,993	132,924
Total Mercury	8,953	11,752	26,418	41,744	485,109	491,096
Continental	540	683	1,741	1,995	25,672	28,638
Lincoln	3,345	2,235	9,108	8,450	107,141	81,681
Mark VII	446	328	1,379	1,721	18,299	27,823
Total Lincoln	4,331	3,146	12,228	12,166	151,112	138,142
Total L-M Division	13,284	14,898	38,646	53,910	636,221	629,238
FORD MOTOR COMPANY	43,857	46,929	122,341	159,485	1,925,043	1,829,207
Skyhawk	1,732	3,019	4,899	8,732	78,995	115,752
Skylark	525	2,879	752	7,104	54,362	97,023
Somerset Regal	1,960	1,521	6,326	4,648	88,275	9,032
Century	4,969	6,916	14,657	17,265	217,818	200,750
Regal	1,712	3,999	5,718	10,754	106,976	173,320
LeSabre	1,502	4,696	4,149	13,309	110,980	152,267
Electra	2,712	2,680	7,787	5,807	89,788	78,603
Riviera	703	1,852	2,518	4,831	47,047	49,296
Total Buick	15,815	27,562	46,806	72,450	794,241	876,043
Cimarron	511	348	1,253	1,129	21,398	17,026
Seville	607	968	1,911	3,229	27,422	32,420
Cadillac	5,174	4,553	12,930	13,648	169,525	180,797
Eldorado	940	1,798	3,281	6,411	55,949	65,061
Total Cadillac	7,232	7,667	19,415	24,417	274,294	295,304
Chevette	2,932	3,051	7,754	9,422	122,604	154,989
Nova	2,018	0	5,873	0	27,801	0
Cavalier	9,413	7,289	25,863	26,720	391,847	351,211
Citation	130	1,423	399	5,085	43,284	87,149
Camaro	3,717	4,481	11,741	15,661	189,650	188,941
Celebrity	8,878	7,156	26,994	23,118	338,623	300,153
Malibu	0	0	0	0	0	881
Monte Carlo	2,802	1,470	8,563	5,977	105,399	110,170
Chevrolet	5,779	5,007	16,842	16,709	227,807	242,446
Corvette	1,000	978	2,970	3,554	34,795	27,354
Total Chevrolet	36,669	30,855	106,999	106,246	1,481,810	1,463,294
Firenza	1,037	1,125	3,116	4,567	45,886	58,487
Omega	0	373	0	920	0	34,103
Calais	2,844	1,673	8,097	5,418	116,883	8,736
Cutlass Ciera	7,367	3,961	21,829	16,182	313,185	224,844
Cutlass Supreme	4,002	4,808	12,020	18,552	205,663	285,614
Olds 88	3,291	4,342	9,495	16,002	178,711	241,355
Olds 98	4,556	2,123	9,985	7,663	112,798	91,911
Toronado	424	831	1,627	3,497	31,019	38,602
Total Oldsmobile	23,521	19,236	66,169	72,801	1,004,156	983,652
Fiero	1,411	1,104	4,377	4,521	86,281	90,136
1000	479	620	1,393	2,075	21,010	25,698
Sunbird	2,441	2,456	6,647	9,592	108,205	119,058
Phoenix	0	91	0	483	896	12,931
Firebird	2,431	2,080	6,457	8,151	94,864	94,915
Grand Am	5,382	1,604	13,305	5,905	109,537	10,756
6000	4,623	2,995	12,126	8,715	153,582	115,395
Bonneville	988	987	2,677	3,584	49,566	61,250
Grand Prix	1,131	1,018	2,669	3,831	54,167	67,430
Parisienne	1,923	1,533	4,844	5,607	64,187	56,561
Total Pontiac	20,809	14,488	54,495	52,464	742,295	654,130
GENERAL MOTORS	104,046	99,808	293,884	328,378	4,296,796	4,272,423
VOLKSWAGEN	2,695	2,202	6,120	4,151	71,701	70,076
HONDA	4,055	4,630	11,240	12,030	137,180	124,489
NISSAN	2,427	0	6,011	0	34,041	0
DOMESTIC TOTAL	184,506	186,721	515,802	600,692	7,646,242	7,390,695
IMPORT TOTAL			247,580	201,674	2,582,109	2,241,431
INDUSTRY TOTAL			763,382	802,366	10,228,351	9,632,126

Year closing with a bang again: 189,795 built

Auto production at 12-month high

By Kathy Boyer
Detroit Reporter

With 16 plants working overtime Saturday (Dec. 7), U.S. car makers' estimated production of 189,795 units last week was the highest since the week ended Dec. 15, 1984, when 189,998 cars were assembled.

The scheduled build last week was 91.80 percent more than the previous week's 98,954 (reflecting the Thanksgiving holiday) and 4.54 percent more than the year-ago week's 181,558.

Production for November—670,-693 units—dipped 11.86 percent from October's 760,917 and was 1.21 percent below the 678,927 cars built in November, 1984.

So far this year, 7,835,690 cars have been assembled, 4.88 percent more than the 7,471,294 completed last year at this point.

Companies shared last week's scheduled production as follows: General Motors, 59.58 percent; Ford Motor Co., 18.60 percent; Chrysler Corp., 16.83 percent; Honda of America Mfg. Co., 1.77 percent; Nissan Motor Mfg. Co., USA, 1.23 percent; New United Motor Mfg., Co., 1.00 percent, and Volkswagen of America, 0.99.

American Motors' Kenosha plant remained closed last week for inventory adjustment. Production is expected to resume today (Dec. 9).

GM will add a second shift at the Detroit—Hamtramck assembly plant today, increasing employment by 2,000.

GM's Wentzville (Mo.) plant resumed production Monday (Dec. 2) after being closed for paint conversion for the front-wheel-drive Oldsmobile 88.

Chrysler's Sterling Heights (Mich.) assembly plant is closed this week as the first step in preparing for production of the Plymouth Sundance and Dodge Shadow.

Production of the LeBaron GTS and Lancer is scheduled to resume at that plant Jan. 2.

The following GM plants were scheduled for overtime on Saturday (Dec. 7): Doraville, Ga.; Framingham, Mass.; Lakewood, Ga.; Oklahoma City; Tarrytown, N.Y.; Flint; Janesville, Wis.; Leeds, Mo.; Lordstown, O.; Orion Township, Mich.; Willow Run, Mich.; Lansing (Nos. 1 and 2), and Detroit—Hamtramck.

Ford has slated daily overtime this week (Dec. 9) at these plants: Lorain, O.; Dearborn; Wixom, Mich.; Edison, N.J.; Wayne, Mich., and Kansas City.

Chrysler's Belvidere, Ill.; Newark, Del., and St. Louis (Nos. 1 and 2) plants were scheduled for overtime Saturday (Dec. 7).

Daily overtime is slated at those plants this week.

Two sites in Toronto area lead Toyota guessing game

TORONTO.—Speculation on the site of Toyota Motor Corp.'s planned Canadian assembly and stamping plant is now centering on two cities in the Toronto area.

Canadian wire service reports last week quoted sources at the Ontario provincial legislature who said the $300 million (Canadian) plant will be built in either Pickering or Markham, which are located northeast of Toronto.

Reports have also circulated that the facility may be situated in Trenton or Belleville, located about midway between Toronto and the national capital of Ottawa on the Bay of Quinte along the northern shore of Lake Ontario.

Sources at Markham municipal offices told Automotive News last week that city officials have been "engaged in talks with Toyota," but said there has been no confirmation of the company's plans. The mayor and town manager in Pickering were unavailable for comment late last week.

Toyota announced last summer that it will construct two new assembly plants in North America, a U.S. plant that will turn out 200,-000 passenger cars annually and a Canadian facility with annual capacity of 50,000 units. Both plants are expected to begin production in late 1988.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 7, 1985	Week Ended Dec. 8, 1984	Week Ended Nov. 30, 1985	Nov. Total	Jan. 1 to Dec. 8, 1984	Jan. 1 to Dec. 7, 1985
AMERICAN MOTORS	0	610	410	861	21,738	10,493
FORD MOTOR	9,245	10,046	9,223	44,075	424,033	466,638
GENERAL MOTORS	14,400	8,386	14,654	58,060	534,203	539,110
VOLVO	225	225	225	897	9,900	9,580
Total Cars, Canada	23,870	19,267	24,512	103,893	989,874	1,025,821

U.S. TRUCK PRODUCTION☆

	Week Ended Dec. 7, 1985	Week Ended Dec. 8, 1984	Week Ended Nov. 30, 1985	Nov. Total	Jan. 1 to Dec. 8, 1984	Jan. 1 to Dec. 7, 1985
CHEVROLET	28,142	22,864	14,336	90,357	933,243	1,059,170
DODGE	5,400	5,438	2,786	20,251	202,513	202,133
FORD	30,117	24,701	16,575	109,397	1,132,811	1,099,466
GMC	8,192	7,217	4,196	26,355	306,234	329,410
INTERNATIONAL	1,493	1,555	905	5,681	71,657	68,159
JEEP	5,800	3,824	3,427	22,561	175,741	205,394
NISSAN	2,892	2,866	1,294	8,234	94,713	99,762
AM GENERAL	50	50	50	210	2,460	2,280
MISCELLANEOUS	2,000	1,000	2,000	8,400	49,000	86,553
Total Trucks, U.S.	84,086	69,515	45,569	291,446	2,968,372	3,152,327

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 7, 1985	Week Ended Dec. 8, 1984	Week Ended Nov. 30, 1985	Nov. Total	Jan. 1 to Dec. 8, 1984	Jan. 1 to Dec. 7, 1985
CHRYSLER	9,080	8,669	9,328	38,187	348,373	361,811
FORD	3,960	3,616	3,557	14,986	148,565	150,806
GENERAL MOTORS	6,336	5,941	5,923	26,189	263,900	259,486
INTERNATIONAL	200	86	204	840	7,724	9,444
Total Trucks, Canada	19,576	18,312	19,012	80,202	768,562	781,547
N. American Trucks	103,662	87,827	64,581	371,648	3,736,934	3,933,874

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck production down last month from 6-year high

Domestic truck makers' November output of 291,446 units fell 14.59 percent from October's 341,249.

October's output was the highest production of any month since March, 1979.

November's build also dropped 1.16 percent from the year-ago month's 294,861.

Last week's estimated production of 84,086 trucks was 84.52 percent more than the previous week's 45,569 (which reflected the Thanksgiving holiday) and 20.96 percent more than the year-ago week's 69,515.

So far this year, 3,152,327 units have been assembled, 6.20 percent more than the 2,968,372 completed last year at this point.

General Motors scheduled Saturday (Dec. 7) overtime at the following plants: Flint (Nos. 1 and 2); Baltimore; Pontiac West; Janesville, Wis.; St. Louis; Lordstown, O., and Lorain, O.

Ford Motor Co. has slated daily overtime this week (Dec. 9) at Wayne, Mich.; Kansas City; Norfolk; Twin Cities; Lorain, O., and Louisville.

Saturday (Dec. 14) overtime is scheduled at Ford's Twin Cities, Lorain, Louisville and St. Louis plants.

Chrysler Corp.'s Warren (Mich.) plant was slated for overtime Saturday (Dec. 7) and for daily overtime this week.

November output of Canadian cars dips to 103,893

Canadian auto makers reported production of 103,893 units for November, down 3.71 percent from October's 107,891 and also 9.99 percent below the year-ago month's 115,428.

Last week's estimated production of 23,870 cars was 2.62 percent below the previous week's 24,512, but was 23.89 percent more than the year-ago week's 19,-267.

So far this year, 1,025,821 cars have been assembled, 3.63 percent more than the 989,874 completed last year at this point.

Production of 80,202 trucks for November was 19.65 percent more than October's 67,031 and 5.25 percent above last November's 76,-198.

The estimated build of 19,576 trucks last week was 2.97 percent more than the previous week's 19,-012 and 6.90 percent more than the year-ago week's 18,312.

Year-to-date, 781,547 trucks have been completed, 1.69 percent more than the 768,562 assembled last year at this time.

American Motors' Brampton (Ont.) plant remained closed last week for inventory adjustment.

Production at that plant is scheduled to resume today (Dec. 9).

U.S. CAR PRODUCTION

	Week Ended Dec. 7, 1985	Week Ended Dec. 8, 1984	Week Ended Nov. 30, 1985	Nov. Total	Jan. 1 to Dec. 8, 1984	Jan. 1 to Dec. 7, 1985
AMERICAN MOTORS	0	5,060	0	8,496	182,133	105,625
Renault Total	0	5,060	0	0	182,133	105,625
Alliance	0	3,008	0	6,704	104,607	69,724
Encore	0	2,052	0	1,792	77,526	35,901
CHRYSLER CORP.	31,950	27,750	16,561	108,068	1,192,582	1,212,142
Plymouth Total	9,250	8,177	4,656	32,712	363,205	351,938
Horizon	3,700	2,801	1,847	13,187	153,728	135,587
Reliant	3,900	3,581	1,935	14,014	166,108	155,237
Caravelle	1,300	1,400	749	5,323	22,689	46,432
Gran Fury	350	395	125	188	20,680	14,682
Chrysler Total	11,000	9,482	5,522	32,684	384,272	397,171
LeBaron	2,900	2,418	1,653	10,707	111,113	90,972
LeBaron GTS	2,500	1,477	1,562	10,916	7,491	95,145
Laser	1,100	1,183	669	4,382	67,520	50,083
New Yorker/E-Class	1,500	1,511	799	5,377	86,816	61,723
Fifth Avenue	3,000	2,893	839	1,302	111,332	99,248
Dodge Total	11,700	10,091	6,383	42,672	445,105	463,033
Omni	3,100	2,768	1,719	12,309	140,610	130,087
Aries	3,100	2,679	1,783	11,648	136,450	129,113
Daytona	1,100	1,037	675	4,355	51,021	45,528
Dodge 600	1,700	1,538	874	6,680	71,433	63,156
Lancer	1,900	1,098	1,104	7,328	5,941	65,214
Diplomat	800	971	228	352	39,650	29,935
FORD MOTOR	35,293	40,339	18,624	128,983	1,702,016	1,567,838
Ford Division	23,982	26,168	12,083	84,791	1,099,774	1,052,580
Escort	8,836	6,238	4,444	30,446	329,182	329,369
Mustang	4,499	3,657	2,276	16,071	133,257	177,218
LTD	0	5,171	0	4,274	215,873	184,449
Taurus	2,632	0	968	4,777	0	8,401
Thunderbird	3,091	3,236	1,602	11,301	140,707	162,754
Crown Victoria	0	2,508	0	0	82,086	7,122
EXP	0	1,096	0	0	40,696	3,863
Tempo	4,924	4,262	2,793	17,922	157,973	179,404
L-M Division	11,311	14,171	6,541	44,192	602,242	515,258
Mercury Total	7,645	10,566	4,351	29,768	441,269	359,541
Lynx	745	2,096	1,155	7,934	66,363	70,295
Capri	823	330	458	1,881	17,389	18,865
Marquis	0	2,693	0	1,275	115,380	84,073
Sable	869	0	277	2,036	0	3,472
Cougar	3,873	2,869	2,017	13,553	111,724	125,421
Grand Marquis	0	1,690	0	0	86,767	7,915
Topaz	1,335	888	444	3,089	43,646	49,500
Lincoln Total	3,666	3,605	2,190	14,424	160,973	155,717
Continental	511	659	305	2,012	34,684	24,245
Lincoln	2,752	2,553	1,644	10,819	101,548	114,264
Mark VI/VII	403	393	241	1,593	24,741	17,208
GENERAL MOTORS	113,080	103,544	57,734	389,768	4,192,582	4,626,239
Buick Total	23,196	22,740	12,679	81,107	946,859	964,770
Skylark	0	2,798	0	0	104,510	40,953
Skyhawk	3,802	1,673	1,824	8,318	123,896	106,360
Somerset	1,510	1,800	833	10,014	24,799	114,162
Century	7,923	5,732	4,928	30,431	219,355	286,059
Regal	2,883	3,014	1,725	10,152	168,819	130,492
LeSabre/Electra (rwd)	235	4,183	142	2,034	197,368	96,115
LeSabre (fwd)	2,271	0	594	3,675	0	8,461
Riviera	585	1,203	170	802	50,480	47,509
Electra (fwd)	3,987	2,337	2,463	15,681	57,632	134,659
Cadillac Total	7,545	8,250	3,537	23,613	313,818	314,910
Cimarron	610	154	331	2,551	14,912	26,154
Seville	430	774	113	629	36,790	28,936
Eldorado	625	1,557	184	844	72,567	54,163
Cadillac (rwd)	1,440	2,023	511	3,220	106,351	38,727
DeVille (fwd)	4,440	3,742	2,398	16,369	83,198	166,930
Chevrolet Total	36,997	36,531	19,136	135,926	1,408,045	1,555,759
Chevette	3,246	3,613	1,414	13,424	167,338	146,760
Cavalier	11,481	8,708	5,087	38,700	381,785	470,814
Celebrity	5,663	6,158	2,693	21,601	269,583	253,053
Camaro	4,985	5,083	2,939	18,773	217,539	204,883
Citation	0	1,785	0	0	99,254	28,697
Malibu/El Camino	0	444	0	0	23,026	1,199
Monte Carlo	2,860	2,588	1,566	9,778	94,315	132,012
Chevrolet	7,762	7,141	4,858	29,882	121,660	274,023
Corvette	1,000	1,011	579	3,768	33,545	44,318
Oldsmobile Total	26,827	24,498	11,735	84,074	1,019,663	1,115,824
Omega	0	0	0	0	29,289	0
Firenza	1,479	1,502	761	4,730	65,063	60,084
Cutlass Supreme	4,698	4,284	3,009	19,800	243,692	223,944
Cutlass Ciera	8,931	5,501	4,185	27,537	237,289	339,539
88/98 (rwd)	1,060	6,118	442	2,506	298,135	167,223
88 (fwd)	3,456	0	0	6,176	0	16,407
Olds 98	3,508	3,367	1,536	11,096	76,256	137,930
Calais	3,260	2,828	1,732	11,647	27,521	142,486
Toronado	415	998	110	582	42,418	28,751
Pontiac Total	18,515	11,525	10,647	65,048	504,197	674,976
Acadian**	0	187	435	3,103	13,617	17,676
2000 Sunbird	3,022	2,043	1,633	12,204	131,957	135,434
1000	1,057	937	741	2,580	37,596	33,938
Firebird	2,635	2,649	1,601	10,046	102,903	108,955
Phoenix	0	0	0	0	14,116	0
6000	2,496	0	890	6,101	0	54,626
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	2,655	1,936	1,671	10,305	46,769	85,611
Fiero	2,400	1,942	1,388	6,726	109,122	104,293
Grand Am	4,250	1,831	2,288	13,983	18,384	134,443
HONDA	3,350	3,091	1,598	10,807	130,775	137,751
NISSAN	2,342	0	1,133	6,198	0	40,046
NUMMI*	1,900	0	1,900	9,698	0	53,749
VOLKSWAGEN	1,880	1,774	1,404	8,675	71,206	92,300
Total Cars, U.S.	189,795	181,558	98,954	670,693	7,471,294	7,835,690
Total Cars, Canada	23,870	19,267	24,512	103,893	989,874	1,025,821
N. American Cars	213,665	200,825	123,466	774,586	8,461,168	8,861,511
N. American Trucks	103,662	87,827	64,581	371,648	3,736,934	3,933,874
North American Cars and Trucks	317,327	288,652	188,047	1,146,234	12,198,102	12,795,385

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Freight Rover to use fiberglass-resin spring

SOLIHULL, England.—The fiberglass-resin reinforced composite spring developed by GKN is to be used on Freight Rover's Sherpa vans.

It will be a world first in production. The spring is 65 percent lighter than a conventional steel spring, meaning a 55-pound increase in Sherpa's payload.